

Sustainability Tool Kit Resources

The breadth of organizations working on sustainability issues that impact medicinal and aromatic plants is staggering. While by no means even close to complete, the web resources below are intended to give industry, cultivators and harvesters, researchers, technical assistance individuals and groups, and donors and project implementers a starting point to access resources that have done significant work in sustainability tools development. My gratitude to the sustainability tool kits panelists who provided these resources and my advance apologizes for any errors or omissions I might have made in compiling this list.

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Web resources:

Agribusiness in Sustainable Natural African Plant Products (ASNAPP)

(<http://www.asnapp.org>) The USAID co-funded ASNAPP project was initiated in 1999 to help develop the natural products sector in Africa by promoting income-generating activities for rural entrepreneurs in such a way that improves the livelihoods of rural communities. ASNAPP's overall aim is to build capacity for the development of sustainable natural plant product businesses in a socially and environmentally sensitive manner. Check out this web site for links to sourcing and product development training and networking opportunities in essential oils, medicinal and aromatic plants.

The American Botanical Council (<http://www.herbalgram.org>) The American Botanical Council is the leading nonprofit education and research organization disseminating science-based information promoting the safe and effective use of medicinal plants and phytomedicines.

Botanical Liaisons (<http://www.BotanicalLiaisons.com>) Botanical Liaisons is a consulting firm supporting sustainable development of botanical ingredients. Botanical Liaisons' mission is to establish a successful value-based business supporting biological and cultural diversity by effectively adapting traditional intellectual property into socially sound projects which are mutually beneficial to native communities and creative entrepreneurs in the natural products marketplace.

Business for Social Responsibility (BSR) (<http://www.bsr.org>) BSR is a global organization that helps member companies achieve success in ways that respect ethical values, people, communities and the environment. BSR provides information, tools, training and advisory services to make corporate social responsibility an integral part of business operations and strategies. Several of their corporate working groups would have direct lessons for the medicinal and aromatic plants industry. A nonprofit organization, BSR promotes cross sector collaboration and contributes to global efforts to advance the field of corporate social responsibility. This site also provides a link where you can download the World Bank commissioned study "Strengthening Implementation of Corporate Social Responsibility in Global Supply Chains". Amidst the ongoing debate

on how best to achieve good social and environmental practices in global supply chains, the World Bank Group commissioned a study on barriers to the achievement of better social and environmental performance in suppliers, and also on the options that hold the greatest promise for overcoming those barriers and enabling future improvement.

Center for Plant Conservation

(<http://www.centerforplantconservation.org/welcome.html>) The mission of the Center for Plant Conservation is to conserve and restore the rare native plants of the United States. One in 10 native U.S. plant species is of conservation concern. Through research, seed-banking and restoration, the Center gives imperiled plants an excellent chance for recovery.

Developing Forest Stewardship Standards - A Survival Guide can be downloaded from (<http://www.taigaescue.org/v3/files/pdf/15.pdf>). This guide is a practical handbook intended for all stakeholders involved in the development of FSC standards worldwide. It aims at describing in simple terms the various steps, which underlie the whole process. It includes sections on national initiatives, FSC working groups, funding, drafting of the standard, consultation, field-testing and regional harmonization. A special chapter is devoted to potential problems that may be encountered during the standard-setting process and tips to avoid them. The guide draws on the past experience of various FSC working groups in 13 different countries. Boxes and case studies from all around the world illustrate some of the concrete challenges working groups have had and the ways they have dealt with them, in the hope that it will help new working groups plan their activities and anticipate and avoid some of the problems experienced by working groups that have completed a national FSC standard.

EarthScan (<http://www.earthscan.co.uk/>) *THE ECOLOGIST* said ‘As a publisher, Earthscan has led the way over the past decade in communicating principles of sustainable development’ Check out this website for the publications below as well as other valuable tools and resources.

- Shanley, P., A.R. Pierce, S.A. Laird and A. Guillén (eds). 2002. *Tapping the Green Market: Certification and Management of Non-Timber Forest Products*. Earthscan, London
- Laird, S. (ed.). 2002. *Biodiversity and Traditional Knowledge*. Earthscan, London.
- Kerry ten Kate, K. and S. Laird. 1999. *The Commercial Use of Biodiversity*. Earthscan, London.

East Asia and Pacific Environmental Initiative (EAPEI) (<http://eapei.home.att.net/>) EAPEI (a USAID and US State Department Program) addresses critical environmental challenges and opportunities in East Asia and the Pacific in the areas of forest resources management and coastal and marine resources management. Check out the “partners tool shed” which gives a wealth of information on increasing partner effectiveness. EAPEI supported Marine Aquarium Council’s work on standards and best practice guidance document offer lessons for the medicinal and aromatics plants industry in transferring sustainable practices throughout a worldwide supply chain. See Marine Aquarium Council below.

Food and Agriculture Organization of the United Nations (FAO)

(<http://www.fao.org/english/newsroom/news/2003/22859-en.html>) FAO is the UN agency that deals with medicinal and aromatic plants as part of their nonwood forest products program. Check out this website for information on the September 2003 XII World Forestry Congress which calls for harmonizing needs of people and planet. FAO is one of the agencies charged with ensuring follow-up and reporting on implementation.

Also check out **FAO Nonwood News**.

(<http://www.fao.org/waicent/faoinfo/forestry/nwfp/nonwood.htm>)

Forest Trends (<http://www.forest-trends.org>) This website gives a wealth of information on forest conservation integrated with market forces and poverty reduction issues. Check out the most recent publications noted below that can be down loaded from the website. For industry you can skim these publications to get an excellent overview of the issues. For practitioners working with harvesters, great for summarizing issues for project design and implementation. Also check out Forest Trends on line resource library.

- “A New Agenda for Forest Conservation and Poverty Reduction: Making Forest Markets Work for Low-Income Producers “, Sara J. Scherr, Andy White, David Kalmowitz, 2003.
- “Forest Certification and Communities: Looking Forward to the Next Decade”, a review by Augusta Molnar, Forest Trends, January 31, 2003.

Global Development Alliance – USAID

(http://www.usaid.gov/our_work/global_partnerships/gda/) The Global Development Alliance (GDA) is USAID's commitment to change the way we implement our assistance mandate, as well as our response to the new reality of development assistance which flows between the developed and developing worlds. In 1970, 70% of official development assistance (ODA) to the developing world was from the United States government and 30% was from the private sector. Today, 20% of the flows to the developing world are from ODA and 80% are from the private sector (we include here: private sector, non-profit sector and remittances). These changes in flows reflect the emergence of the private for-profit sector; and the non-governmental, or so-called third, sector, as significant participants in the development process itself. The Global Development Alliance serves as a catalyst to mobilize ideas, efforts, and resources of the public sector, the private sector and non-governmental organizations in support of shared objectives. GDA is already promoting alliances in timber, coffee and tea, and nontimber forest products which include medicinal and aromatic plants.

Herbmed (<http://www.herbmed.org>) HerbMed® is an interactive, electronic herbal database which provides hyperlinked access to the scientific data underlying the use of herbs for health. It is an evidence-based information resource for professionals, researchers, and general public.

Herb Research Foundation (<http://www.herbs.org>) The Herb Research Foundation (HRF) is an internationally recognized nonprofit organization dedicated to providing

development expertise and accurate scientific information on herbs, spices, and other botanical resources. The HRF Division of Sustainable Development (DSD) was formed in response to the growing need for technical assistance and training in the natural products sector worldwide. Technical assistance stresses market-driven approaches to conservation and sustainable rural development in the natural products sector.

International Forestry Review (<http://www.cfa-international.org/publications.html>) The *International Forestry Review* is a peer-reviewed scientific journal that publishes papers, research notes and book reviews on all aspects of forestry and forest research. It is published four times per year. Theme editions are a regular feature and attract a wide audience. Check out this site to access Pierce, A.R. and S.A. Laird. 2003. In Search of Comprehensive Standards for Non-Timber Forest Products in the Botanicals Trade. *International Forestry Review*, 5(2): 138-147.

IUCN – The World Conservation Union

(<http://www.iucn.org/themes/sustainableuse/policy/polstateng.html>)

This is the website where you can access the IUCN Sustainable Use Policy. Also summarizes the IUCN Policy Statement on Sustainable Use of Wild Living Resources adopted at the IUCN World Conservation Congress, Amman, October 2000.

International Union of Forest Research Organizations – IUFRO

(<http://www.iufro.org>) is a non-profit, non-governmental international network of forest scientists. Its objectives are to promote international cooperation in forestry and forest products research. IUFRO's activities are organized primarily through its 274 specialized Units in 8 technical Divisions. There is a medicinal plant working group. Check out this website for access to scientific resources available around the world.

Marine Aquarium Council (<http://www.aquariumcouncil.org>) Check out this site for an industry example that has many lessons for the medicinal and aromatic plants industry. The Marine Aquarium Council (MAC) is an international, not-for-profit organization that brings marine aquarium animal collectors, exporters, importers and retailers together with aquarium keepers, public aquariums, conservation organizations and government agencies. MAC's mission is to conserve coral reefs and other marine ecosystems by creating standards and certification for those engaged in the collection and care of ornamental marine life from reef to aquarium. Building on the success of the Philippines' MAC Certified Collectors and Exporters Group (MAC-CCEG) in bringing different parts of the chain custody together to work together (see previous MAC News), the MAC Certified industry members in North America are forming an informal consultative group. This group will seek to support the development of MAC Certification, develop synergies and mutual support among certified industry members, and promote benefits of MAC Certification for the industry and marine aquarium organisms. For more information, contact david.vosseler@aquariumcouncil.org; "MAC Certification Program Update," by David Vosseler. AMDA. Fall 2002. <http://www.amdareef.com>; "My Experience with MAC Certification," Mark Swank-Schreffler. AMDA. Fall 2002. [<http://www.amdareef.com>]

People and Plants (www.rbgekew.org.uk/peopleplants/): A partnership of World Wide Fund for Nature, UK (WWF-UK), the Royal Botanic Gardens, Kew, and UNESCO which advances capacity-building in ethnobotany as a means to further the conservation and sustainable use of plant resources.

Plant Conservation Alliance and Medicinal Plant Working Group (MPWG) (<http://www.nps.gov/plants/medicinal>) The MPWG was formed in 1999 by representatives from government, industry, academia, tribes and environmental organization to focus on medicinal plant conservation issues. With more than 300 members, the MPWG is the largest working group under the Plant Conservation Alliance (PCA). PCA is a consortium of 10 federal agencies and more than 225 non-federal cooperators representing various disciplines within the conservation field. PCA provides a forum for collective focus on native plant conservation and restoration issues. The PCA also serves as the IUCN (World Conservation Union)-North American Plant Specialist group.

PhytoTrade Africa (<http://www.sanprota.com/services/marketing.htm>): An example of a non-profit trade association that promotes sustainable production and fair trade of plant products from southern Africa through the provision of marketing assistance, technical advice, research and development and advocacy.

Rainforest Alliance (<http://www.rainforest-alliance.org>) Rainforest alliance is one of the first groups to use forest stewardship certification (FSC) third party standards to certify forests where non timber forests products (includes medicinal and aromatic plants) are harvested by community groups. On this site you can also find:

- “Promoting Sustainable and Ethical Botanicals: Strategies to Improve Commercial Raw Material Sourcing. Results from the Sustainable Botanicals Pilot Project Industry Surveys, Case Studies, and Standards Collection”, Laird, S. and A. Pierce. 2002. Rainforest Alliance, New York. Available at: <http://www.rainforest-alliance.org/news/archives/news/news44.html>
- Pierce, A., S. Laird and R. Malleson. 2002. Guidelines, Standards, and Regulations for Trade in Non-Timber Forest Products (NTFPs) and Botanicals. Rainforest Alliance, New York (available at: <http://www.rainforest-alliance.org/news/archives/news/news44.html>)

TRAFFIC (http://www.traffic.org/news/press-releases/balkan_plant.html) TRAFFIC is the wildlife trade monitoring network. This site links you to work being done in the Balkans on medicinal and aromatic plants. Western Europe’s herbal industry, especially in Germany, which is the largest European medicinal plant importer, relies on medicinal plant supplies taken from the wild in the Balkans. In those countries, which supply them, medicinal plants are a controversial topic. The livelihoods of many people in rural areas depend to a considerable extent on the wild collection of such plants, but over-harvesting has depleted wild populations of many medicinal plant species in areas where they were abundant only some 10 to 15 years ago. A softcopy of the report Medicinal and Aromatic Plants in Albania, Bosnia-Herzegovina, Bulgaria, Croatia and Romania. A study of the collection of and trade in medicinal and aromatic plants (MAPs), relevant legislation and

the potential of MAP use for financing nature conservation and protected areas can be downloaded from BfN website at http://www.bfn.de/06/0602_en.htm

Virginia Tech (<http://www.sfp.forprod.vt.edu/>) The Virginia Tech Department of Wood Science and Forest Products, the USDA Forest Service Southern Research Station and the Top of the Ozarks RC&D in Missouri, through the initial support of the USDA Forest Service Northeastern Area State and Private Forestry Economic Action Programs, are collaborating to develop and operate this first web site devoted to gathering information on products and markets. They seek to provide information in simple formats and serve as a national clearing house that is useful by nontimber forest products (NTFP) harvesters and growers, marketers, processors, and end-users.

WHO/IUCN/WWF Guidelines on the Conservation of Medicinal Plants

<http://www.who.int/medicines/library/trm/medicinalplants/consermedplants.shtml>

The aim of these Guidelines is to provide a framework for the conservation and sustainable use of plants in medicine. To do this, the Guidelines describe the various tasks that should be carried out to ensure that where medicinal plants are taken from the wild, they are taken on a basis that is sustainable. The Guidelines conform to the principles of *Caring for the Earth*, prepared in partnership by IUCN, UNEP and WWF. *Caring for the Earth* extends the message and scope of the World Conservation Strategy to an ethic of sustainable living, and explains how to integrate conservation with development. Its message is particularly relevant to the issue of medicinal plants, which in many parts of the world are being seriously depleted due to over-exploitation and loss of habitats, resulting in a lack of essential medicines and so reducing options for the future.

World Business Council for Sustainable Development (<http://www.wbcsd.ch>): A coalition of international companies committed to sustainable development through economic growth, ecological balance and social progress.

Worldwide what's happening with a wide variety of donor support. The IUCN Programme - An Assessment of Progress 2002 (<http://www.iucn.org/ourwork/programme/pa2002/english/annexes/5.htm>) Check out this website to gain quick access to what many other donors are doing in the area of natural products and sustainable management and use. This site gives links to many tools developed by IUCN members.